

Send an email with the following subject line and body text to help inform New Yorkers about renewing their coverage.

Subject line: Introducing NY State of Health, Care at Home

Preview text: Finding home care made easy

Email body text:

NY State of Health, Care at Home is your online connection to safe and reliable home care professionals for you, your family and loved ones. This program helps New Yorkers access the home care services they need on a private pay basis to maintain their independence and stay safely in their homes and communities for as long as possible. *Care at Home* initially launched as a pilot in Nassau, Suffolk and Westchester counties and has since expanded to all New York City counties. This expansion builds on the Marketplace's trusted brand as a source of quality, affordable health insurance for more than 6.6 million New Yorkers.

The *Care at Home* program aligns with the ease and accessibility of the Marketplace, providing consumers with a resource to connect with home care professionals that meet their specific needs and are available in their area. NY State of Health, authorized under the federal Affordable Care Act, opened in October 2013 offering New Yorkers a one-stop health insurance shopping experience for high quality comprehensive health plans in Medicaid, Child Health Plus, Essential Plan and Qualified Health Plans. One in every three New Yorkers now enrolls in health insurance through NY State of Health. All home care professionals come from licensed NY State of Health approved agencies and are background checked, trained and certified. Home care professionals, also known as caregivers, are employed through licensed home care services agencies (LHCSAs). Home care services provided through this program are considered non-medical in nature and help people with daily living tasks and activities so they can live at home independently. Caregivers can help with, but are not limited to, services such as dressing, personal hygiene, toileting, laundry, cleaning, shopping, meal prep, eating and managing medication.

The *NY State of Health, Care at Home* program involves the following steps:

1. Browse. Enter a ZIP code to find agencies nearby with available home care professionals.
2. Filter. Use the available filters to find LHCSAs with home care professionals that meet your specific needs.
3. Connect. Select a LHCSA to message and connect with them.

4. Match. If needed, set up a free in-home or telehealth evaluation to ask questions and find the right home care professional for your needs.
5. Receive Home Care Services. A schedule is made and services begin. Payment for services is made directly by the consumer to the LHCSA.

To learn more or get started, visit nystateofhealth.ny.gov or call the *NY State of Health, Care at Home* helpline at 1-855-648-1912.